



## Key Account Period Comparison Report

**Prepared For:** Your Newspaper  
**Compared To:** Sample Markets  
**Years-to-Date Through:** June 30, 2005 and June 30, 2004

	Revenue						# of Papers with Revenue		Revenue per Unit of Circulation			
	Sample Markets			Your Newspaper					Sample Markets		Your Newspaper	
	06/05	06/04	% Chg	06/05	06/04	% Chg	06/05	06/04	06/05	06/04	06/05	06/04
<b>Consumer Electronics / Appliance Stores</b>												
Frys Electronics	13,448,942	13,121,975	2.5%	1,248,796	1,036,867	20.4%	8	8	\$3.54	\$3.46	\$2.93	\$2.43
Best Buy / Magnolia	11,758,200	11,800,375	-0.4%	937,691	963,581	-2.7%	11	11	\$2.15	\$2.16	\$2.20	\$2.26
Circuit City	8,058,055	8,267,988	-2.5%	819,399	801,465	2.2%	11	11	\$1.48	\$1.51	\$1.92	\$1.88
Comp USA	7,057,024	6,041,526	16.8%	426,531	361,662	17.9%	11	11	\$1.29	\$1.11	\$1.00	\$0.85
Ritz Camera	3,810,944	3,391,788	12.4%	175,281	164,515	6.5%	10	10	\$0.74	\$0.66	\$0.41	\$0.39
Good Guys	2,793,321	3,562,328	-21.6%				6	6	\$1.00	\$1.28		
Radio Shack	1,604,822	358,585	347.5%	108,268	99,638	8.7%	11	7	\$0.29	\$0.11	\$0.25	\$0.23
Oreck Floor Care Center	1,028,222	1,621,523	-36.6%	83,550	115,212	-27.5%	11	11	\$0.19	\$0.30	\$0.20	\$0.27
Tweeter	503,495	1,374,846	-63.4%	51,168	101,992	-49.8%	7	7	\$0.14	\$0.37	\$0.12	\$0.24
<b>Total Consumer Electronics / Appliance Stores</b>	<b>50,063,024</b>	<b>49,540,934</b>	<b>1.1%</b>	<b>3,850,684</b>	<b>3,644,932</b>	<b>5.6%</b>			<b>\$10.83</b>	<b>\$10.95</b>	<b>\$9.03</b>	<b>\$8.55</b>